



## News Advisory

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### **West Valley United Launches Campaign to Prevent Substance Abuse and its Related Consequences**

West Valley City – On November 26, 2010, West Valley United will launch a campaign aiming to prevent substance abuse and its related consequences throughout West Valley City. During the annual ChamberWest Santa Christmas Parade, a float displaying a severely damaged car will bear an anti drinking and driving message and provide a shocking reminder of the consequences of drinking and driving.

“The West Valley United crash car is a key piece of our campaign, providing a visual reminder of the consequences of drinking and driving,” says West Valley United Chair Darrin Cottle. “We hope the car will be a powerful reminder to think twice before making the decision to get behind the wheel when impaired.”

The West Valley United crash car is part of a comprehensive campaign developed by the group to raise awareness in West Valley City and to spread the message that drinking and driving will not be tolerated. In addition to the crash car, the group has launched an new website and will promote their message throughout West Valley City. Residents are encouraged to get involved.

“This is a community based effort to solve a serious problem in West Valley City,” continues Cottle. “The residents of West Valley City are uniting to take a stand and make their voice heard.”

Formed in 2009, West Valley United is a collective, independent voice of individuals and public, private, professional and nonprofit organizations, service and citizen groups, and businesses working together to prevent substance abuse and its related consequences in West Valley City. The group is funded by the Strategic Prevention Framework-State Incentive Grant, a nationally funded program from the Center for Substance Abuse and Prevention (CSAP).

For more information about West Valley United, or to become a member, visit [www.westvalleyunited.org](http://www.westvalleyunited.org), or call Darrin Cottle at 801-585-5475.

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